



https://tripla.io/recruit/sr-product-manager-ux-2/

## Sr. Product Manager – Digital Marketing

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About tripla:

tripla Co., Ltd. is a leading provider of digital transformation (DX) solutions for the hospitality industry. Our mission is to help hotels maximize profits, elevate guest experiences, and streamline operations through innovative technology. With a comprehensive suite of AI-powered products, including booking engines, chatbots, marketing automation tools, and payment solutions, we empower hotels to optimize both revenue and guest satisfaction. Serving over 7,000 customers across the Asia Pacific, we are expanding globally, with innovation and growth as our core values.

Job Description

We are seeking a Senior Product Manager with extensive experience in analytics, digital marketing, and the application of Large Language Models (LLMs) to lead tripla’s digital marketing product suite, our marketing automation tool that enhances direct booking ratios and customer retention through data-driven strategies. This role requires a strategic thinker who can use detailed customer data, market insights, and advanced AI technologies to drive product innovation and effectiveness.

Responsibilities

Strategic Product Leadership:

- Craft and execute a product vision that significantly improves direct booking ratios and customer engagement through innovative marketing strategies, leveraging the power of LLMs to enhance user interactions and data processing.
- Define and lead the development of new features based on detailed market analysis, competitor insights, customer feedback, and AI enhancements.
- Engage directly with key customers to develop strategic partnerships that influence product development and marketing approaches, incorporating feedback into AI-driven features.

Advanced Data Analysis and AI Integration:

- Implement and optimize data analytics frameworks to measure product performance and identify areas for improvement, using AI to automate insights and predictive analytics.

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tripla Co., Ltd.

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- Conduct rigorous A/B testing and analytics to understand the effectiveness of different features and strategies, utilizing LLMs for enhanced content personalization and customer communication.
- Leverage tools such as Google Analytics, Product Analytics software, and advanced SQL queries, along with LLM platforms, to gather and analyze customer data.

Cross-functional Team Collaboration:

- Work closely with engineering, sales, and customer success teams to ensure seamless integration and execution of product strategies, particularly the integration of LLM capabilities into the product.
- Foster an environment of collaboration and open communication across departments to align product features with business objectives and technical capabilities.

Outcome-focused Development:

- Regularly report on the product's impact on business goals, showcasing successful initiatives and lessons learned, particularly those involving AI and LLM implementations.
- Be accountable for the overall success of the product, defining clear metrics for success and regularly evaluating progress against these metrics.

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Basic Qualifications:

- Bachelor's degree or equivalent practical experience.
- 5+ years of experience in product management, particularly in data analysis and digital marketing within the tech industry.
- Proven success in leading data driven features.
- Strong analytical, problem-solving, and communication skills, with proficiency in UX research tools.
- Ability to thrive in a fast-paced, startup-like environment.
- Solid understanding of data analytics, product analytics tools, and product development lifecycles.
- Familiarity with LLM tools to support product management tasks and enhance productivity.

Preferred Qualifications:

- Experience in the hospitality, travel, or SaaS industry.
- Experience with global user experience considerations and designing for diverse, multicultural audiences.

In order to communicate with customers, you will be required to have the ability to read, write and speak Japanese.

Key Metrics:

- Direct Booking Ratio Improvement: Track and aim to increase the percentage of direct bookings over total bookings.
- Customer Retention Rate: Measure the percentage of returning customers to evaluate customer loyalty and product stickiness.

- Conversion Rates: Analyze the success of marketing campaigns in converting leads into customers.
- User Engagement Metrics: Monitor user activity levels such as session duration and page views to assess engagement.
- A/B Testing Success Rates: Evaluate the effectiveness of different product features or marketing approaches through controlled tests.
- ROI of Marketing Activities: Calculate the return on investment for various marketing efforts to ensure cost-effective strategies.
- Net Promoter Score (NPS): Regularly assess customer satisfaction and the likelihood of customers recommending the product.



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